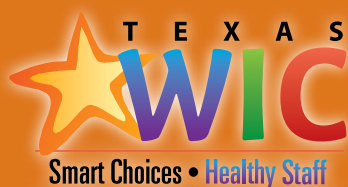


Go with the *Grain*

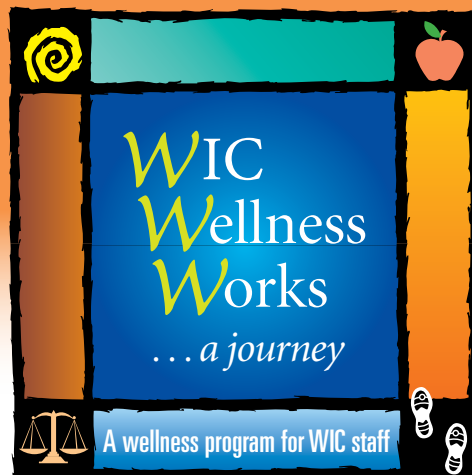
Smart Choices, Healthy Staff

WIC Wellness Works



WIC Wellness Works

This program is brought to you by The University of Texas **WIC Wellness Works** program. If your clinic would like to join this program and receive wellness information on a regular basis, please contact The University of Texas Wellness Team at UTWellness@austin.utexas.edu or (512) 471-4494.



WIC Wellness Works welcomes you to
Smart Choices, Healthy Staff

a worksite wellness program focused on the new WIC food package

Go with the Grain

Did you know...

- ☞ The average American eats almost 60 pounds of bread a year?
- ☞ The word “tortilla” comes from the Spanish word “torta” which means round cake?
- ☞ There are more than 600 pasta shapes worldwide?
- ☞ Cooked rice, tightly covered, stays fresh when refrigerated up to one week or frozen up to six months?

Did you know...

people who eat three daily servings of whole grains have been shown to reduce their risk of heart disease by 25 to 36%, stroke by 37%, Type II diabetes by 21 to 27%, digestive system cancers by 21 to 43%, and hormone-related cancers by 10 to 40%?

Have you thought about your whole grain choices?

- Is your pasta or bread made from whole grains?
- Are you eating brown rice instead of white rice?

You may not have thought a lot about these foods but when we eat processed grains that have been stripped of their full nutrients, our bodies are not getting the best nutrition possible.

At WIC, you make a commitment everyday to help improve the lives of WIC participants across the state. You provide information on healthy lifestyle choices and you motivate participants to make positive changes in their lives.

You give your best to WIC participants.

Don't you deserve the best, as well?

Look inside Smart Choices, Healthy Staff – Go with the Grain



Here's what you deserve! (Are you ready for the best?)

Follow these steps below as you get ready to "Go with the Grain":

- ✓ **Determine the benefits of choosing whole grain foods.**
Review the Pros and Cons lists to help you determine if you are ready for the best.
- ✓ **Think about it.** Take a minute and reflect on how you scored your Pros and Cons lists. Reviewing these lists helps you decide what is important to you and why you want to increase your whole grain consumption. Equally important is identifying what is stopping you from switching to more whole grains.
- ✓ **Get the Straight Facts on the health benefits for making at least half your grains whole.** **Go with the Grain** presents **Whole Grains Made Easy** – a fact sheet about the many health benefits you will gain by eating 100% whole grain products.
- ✓ **Go with the Grain.** For the next three weeks, try some fun activities that will help you add more whole grains to your overall diet. The activities include:
 - ☞ **Raid Your Pantry**
 - ☞ **Put Your Taste Buds to the Test**
 - ☞ **Go with the Grain**

As you strive to increase your whole grain intake, don't forget that a healthy lifestyle includes incorporating healthy eating practices, being physically active, and practicing positive stress management. All three of these components support and interrelate to each other for optimal health benefits.

We hope you enjoy this interactive packet as you make the change to better health. And remember, you deserve the best, so start now!



What's Keeping You From Going With The Grain?

Our meals are filled with breads, rice, pastas, tortillas, crackers, bagels, and cereals. Foods made with 100% whole grain provide essential health benefits which include promoting a healthy heart, reducing risk of certain cancers, keeping the digestive track running smoothly, and playing a role in diabetes management. Consider these **PROs** and **CONs** for switching to more whole grain options.

Determine the Benefits of Whole Grain

Circle the reasons you feel are the **PROs** and **CONs** to making changes in the type of grain products you currently eat:

PROs +	CONs -
Eating whole grains keeps the digestive system running smoothly.	I don't like the taste of whole grains.
Eating whole grains reduces the risk of heart disease, stroke, and certain cancers.	My family doesn't like the taste of whole grains.
Eating whole grains helps to reduce gum disease.	I don't know how to cook with whole grains.
Eating whole grains helps with diabetes management.	I don't know how to incorporate whole grains into my recipes.
Eating whole grains helps to lower blood pressure.	Whole grain products cost more.
Eating whole grains helps control weight.	It is difficult to find whole grains in the grocery store.
Eating whole grains helps me to be healthier.	I don't know how to identify a whole grain in the grocery store – the labels are often confusing.
Whole grains are a healthier option for the whole family.	I don't like the look of foods made with whole grains.
Whole grains are rich in vitamin B, iron, zinc, magnesium, and fiber.	I don't like the texture of foods made with whole grains.
Whole grains taste good.	Whole grain pasta and rice may take longer to cook.
Other:	Other:

⌘ What did you learn by reviewing the lists above?

⌘ Which of your circled lists is longer?

⌘ Are you giving yourself the best nutrition possible?

If you circled more items on the **PRO** side, then you are ready to make a change. However, if your **CON** list is longer, you should continue to consider the health benefits of making at least half your grains whole and try to add more whole grain foods to your meals and snacks when you are ready.

Believe Your Reasons for Giving Yourself the Best

What are your top three reasons for eating 100% whole grain foods?
(use your Pros list)

Reason 1:

Reason 2:

Reason 3:

What are your top three barriers that keep you from switching to whole grain foods?
(use your Cons list)

Barrier 1:

Barrier 2:

Barrier 3:

Ask yourself if you are giving yourself the best nutrition possible. If not, why?

Here's what you can do to give yourself the best you deserve:



READ through this packet and consider the information.

Week 1: **RAID YOUR PANTRY.** Learn how to successfully read your food labels and know exactly what you are eating.



Week 2: **PUT YOUR TASTE BUDS TO THE TEST.**
You might discover how easy it is to switch to whole grains that taste great and pack more nutrition.



Week 3: **GO WITH THE GRAIN** by substituting some of your grains with whole grain choices.

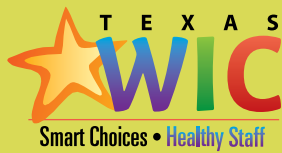
For the next three weeks, try these easy to implement ideas to help you Go with the Grain and be 100%.

Brag Board Cards

As you make healthy whole grain changes in the next three weeks, brag about your efforts. Use the Brag Board Card to sing your praises and post on the clinic Brag Board or at your workstation to remind yourself of the healthy changes you are making..

Smart Choices, Healthy Staff

Here are the healthy food choices
I am making



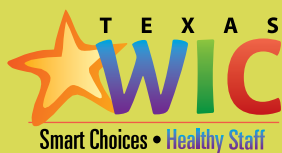
Smart Choices, Healthy Staff

Here are the healthy food choices
I am making



Smart Choices, Healthy Staff

Here are the healthy food choices
I am making



Smart Choices, Healthy Staff

Here are the healthy food choices
I am making



Read the following nutrition fact sheet and see how you can incorporate this information in the activities for weeks 1, 2 and 3.



NUTRITION

FACT SHEET

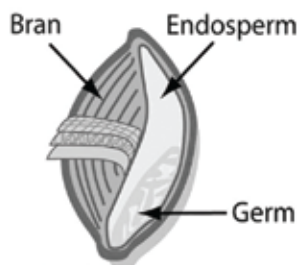


Whole Grains Made Easy

In the past, whole grains were thought to provide nothing more than fiber. However, new research reveals that whole grains offer vitamins and minerals, plus high levels of antioxidants and other healthy plant-based nutrients.

Whole grains contain protective antioxidants in amounts near or exceeding those in fruits and vegetables. They also provide some unique antioxidants not found in other foods. Corn, for example, has almost twice the antioxidant activity of apples. Wheat and oats almost equal broccoli and spinach in antioxidant activity.

Research continues to turn up new evidence on the benefits of whole grains. We've known for years that the fiber in whole grain helps promote digestive health. More recently, studies have shown that eating more whole grains may help reduce the risk of heart disease, cancer and diabetes. New studies published in 2005 and 2006 show that whole grains may lower triglycerides, improve insulin control, help with weight management, and slow the buildup of arterial plaque.



What Is a Whole Grain?

All grains start out as whole grains. If, after milling, they keep all three parts of the original grain—the starchy endosperm, the fiber-rich bran, and the germ—in their original proportions, they still qualify as whole grains.

DAILY RECOMMENDED GRAIN SERVINGS FOR INACTIVE AMERICANS

Age	Minimum Whole Grains		Total Grains Per Day	
	Females	Males	Females	Males
2-3	1.5	1.5	3	3
4-8	2	2.5	4	5
9-13	3	3	5	6
14-18	3	3.5	6	7
19-30	3	4	6	8
31-50	3	3.5	6	7
51+	3	3	5	6

Source: MyPyramid.gov

Make Half—or More—of Your Grains Whole

The 2005 Dietary Guidelines recommend that Americans “make half their grains whole.” This means most people should consume three or more servings of whole grains each day. This is a minimum—the Dietary Guidelines say that “more whole grains up to all the grains recommended may be selected.” The chart above shows recommendations for typically inactive Americans. Active people would need even more whole grains. Four, five, even six servings of whole grains daily are not unreasonable.

The contents of this fact sheet have been reviewed by the American Dietetic Association's Fact Sheet Review Board. The appearance of this information does not constitute an endorsement by ADA of the sponsor's products or services. This fact sheet was prepared for the general public. Questions regarding its content and use should be directed to a registered dietitian.

Whole Grains are Healthy, Convenient and Delicious

Consumers may still worry that finding and preparing whole grains could be difficult. However, new whole grain foods introduced in the past two years provide plenty of options to appeal to everyone's taste, budget and busy schedule.

Americans today can enjoy a broad range of whole grain ready-to-eat cereals, white whole wheat bread, 90-second brown rice, instant oatmeal, popcorn, whole grain crackers, whole grain chips, and many more 21st century choices.

Family-Friendly Whole Grain Ideas for Every Meal

	BREAKFAST	LUNCH	SNACK	DINNER
MONDAY	Whole grain bagel	Stuffed whole grain pita	Popcorn	Brown rice with a stir fry
TUESDAY	Whole grain raisin toast	Sandwich on rye bread	Whole grain crackers	Whole grain pasta with your favorite sauce
WEDNESDAY	Whole grain ready-to-eat cereal	Whole grain wrap	Oatmeal cookie	Tacos in corn tortillas
THURSDAY	Oatmeal	Sub sandwich on whole grain roll	Whole grain chips	Wild rice
FRIDAY	Whole grain English muffin	Whole grain veggie burger	Whole grain granola bar	Bulgur pilaf
SATURDAY	Whole grain waffles	Hamburger on whole grain bun	Whole grain graham crackers	Homemade pizza on whole grain pita crust
SUNDAY	Whole grain pancakes	Barley mushroom soup	Whole grain pretzels	Whole grain cornbread

What is a Serving of Whole Grain?

The Dietary Guidelines define a serving (or "ounce-equivalent") of grain as 1 slice of 100% whole grain bread, a cup of 100% whole grain cereal, or 1/2 cup of 100% whole grain hot cereal, cooked pasta, rice or other grain. As Americans begin to appreciate the nuttier, fuller taste of whole grains, many start with products made with a mix of whole and enriched grains. In these foods, servings are counted differently: 16 grams or more

of whole grain ingredients counts as a full serving. This means most Americans need 48 grams or more of whole grains daily. A growing number of foods are being labeled with information about whole grain content (often in grams), making it easier for consumers to identify whole grain products. Foods made only with bran are not whole grain products. High fiber is not always equivalent to whole grain. Check the ingredient list for whole grains among the first ingredients.

For a referral to a registered dietitian and for additional food and nutrition information visit
WWW.EATRIGHT.ORG

What's your most valuable source of good nutrition?
Registered Dietitians are the experts when it comes to helping people eat well and stay healthy. An RD has the knowledge and expertise to develop an eating plan to meet the needs of all individuals.



American Dietetic Association

www.eatright.org | Your link to nutrition and health™

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**WHOLE
GRAINS
COUNCIL**
Whole Grains at Every Meal



Visit www.wheatfoods.org and www.wholegrainscouncil.org
for recipes and more menu ideas.

WEEK 1



Raid Your Pantry

For the first week of **Go with the Grain**, check to see if your food choices are whole grain. Start by inspecting your cupboards. Pull out all the items made from grains (rice, pastas, breads, crackers, tortillas, noodles, and cereals). If you need help with label reading, refer to the sample label found on the next page.

Read the ingredient label, *not* the marketing label: Great sounding health claims found on the front of the package often do not equate to great nutritional value found in the ingredient label. To get the most accurate information to determine if the product is made from 100% whole grain, identify the first item listed on the ingredient label. If the first ingredient listed is a whole grain product (100% whole wheat, whole oats, brown rice, etc.), you are eating the healthiest choice. If the label reads “enriched” or “processed,” it isn’t 100% whole grain. Use the chart below to record your results.

Raid Your Pantry

(rice, bread, muffins, crackers, snacks, tortillas, oats, cereals)

Food Item	1 st ingredient listed	Is it a whole grain?
Sandwich bread		
Rice		
Rolls		
Hamburger buns		
Hot dog buns		
Muffins		
Crackers		
Tortillas		
Breakfast cereal		
Oatmeal		
Macaroni pasta		
Spaghetti pasta		
Other pasta		
Other:		

- ☞ How many products in your cabinet are made with 100% whole grain?
- ☞ Are there 100% whole grain items you could begin using in place of the more refined products you currently use?
- ☞ Are at least half of your grain products whole grain?
- ☞ How many different whole grains did you find in your cabinet?

Perhaps you had to read your ingredient label more closely to decide if a food item was whole grain.

Ingredient list

Again, *the truth is in the **ingredient label***, not in the marketing label. Select the item that is 100% whole grain.

- First ingredient for Grape Nuts Flakes is *whole grain wheat flour*.
- First ingredient for Rice Krispies is *rice*.

Thus, Grape Nuts Flakes is the true whole grain and the healthier choice.

WIC Approved



INGREDIENTS: WHOLE GRAIN WHEAT FLOUR, WHEAT FLOUR, MALTED BARLEY FLOUR, SALT, DRIED YEAST, SOY LECITHIN
VITAMINS AND MINERALS: REDUCED IRON, NIACINAMIDE (B VITAMIN), ZINC OXIDE, VITAMIN B6, VITAMIN A, PALMITATE, RIBOFLAVIN (VITAMIN B2), VITAMIN B1
CONTAINS: WHEAT, SOY.

WIC Approved



INGREDIENTS: RICE SUGAR, SALT, MALT FLAVORING, HIGH FRUCTOSE CORN SYRUP.
VITAMINS AND IRON: IRON, ASCORBIC ACID (VITAMIN C), NIACINAMIDE, PYRIDOXINE HYDROCHLORIDE (VITAMIN B6), RIBOFLAVIN (VITAMIN B2), VITAMIN B1, VITAMIN A.

Label Cautions

Labels can be confusing so **don't be fooled by these misleading ingredients or misleading wording:**

- **Made with wheat, made with whole grain or made with whole wheat** – This means the product contains some whole grain, but refined, processed flour is probably the first ingredient. The label should say “whole grain.”
- **Wheat flour** – This means that the only grain in the product is wheat. The food may not contain **whole grain** wheat, however.
- **Multigrain** – This means the product contains more than one kind of grain. However, the food may not contain whole grains.
- **Whole Grain Guaranteed** – Watch out for children's cereals that advertise “Whole Grain Guaranteed.” These cereals have some whole grain but are usually high in sugar, or they have a small amount of whole grains and are primarily made from refined ingredients. Look for cereal that is whole grain with the highest percentage daily value of dietary fiber and low in sugar.



Is What You Read What You Get?

Choose foods that name one of the following whole grain ingredients first on the label's ingredient list (for more information visit: <http://www.wholegrainscouncil.org/whole-grains-101/identifying-whole-grain-products>).

Words you may see on packages	Is this a whole grain?
<ul style="list-style-type: none"> • whole grain (name of grain) • whole wheat • whole (other grain) • stone-ground whole (grain) • brown rice • oats, oatmeal (including old-fashioned oatmeal, instant oatmeal) • wheatberries 	<p>YES — Contains all parts of the grain, so you're getting all the nutrients of the whole grain.</p>
<ul style="list-style-type: none"> • wheat flour • semolina • durum wheat • organic flour • multigrain (may describe several whole grains or several refined grains, or a mix of both) • made with whole grain or made with whole wheat 	<p>MAYBE — These words are accurate descriptions of the package contents, but because some parts of the grain MAY be missing, you are likely missing the benefits of whole grains.</p>
<ul style="list-style-type: none"> • enriched flour • degerminated (on corn meal) • bran • wheat germ 	<p>NO — These words never describe whole grain.</p>

What is Brown Rice?

The difference between brown rice and white rice is not just the color. The process that produces brown rice removes only the outermost layer, the hull, of the rice kernel and is the least damaging to its nutritional value. The milling and polishing that converts brown rice into white rice destroys 67% of vitamin B3, 80% of vitamin B1, 90% of vitamin B6, half of the manganese, half of the phosphorus, 60% of iron, and all of the dietary fiber and essential fatty acids. Brown rice is an excellent source of nutrients. The best part is brown rice can be prepared the same way as white rice so you can enjoy your favorite dishes with better benefits.

Over the next week, begin trying healthier options by choosing a 100% whole grain muffin, tortilla, cracker, bread or brown rice when you can.



WEEK 2

Put Your Taste Buds to the Test

Taste Test Tips

Host a whole grain taste test for you and family members (or friends): First, select a favorite grain item (one that isn't whole grain) that you and your family eat frequently. Perhaps you use white or multi-grain bread for sandwiches or maybe you use white spaghetti pasta or white rice. Any item will do.

For the taste test, have three cooked samples available, the non-whole grain (white spaghetti), a mix of the non-whole grain and the whole grain, and one that is just whole grain.

Serve each sample with your favorite sauce on top just as you would at dinner time. Taste each of the samples; you might want to blind fold yourself and try a bite of each. Can you identify which is white, mixed, or whole wheat? Take the time to taste the differences. Whole grains might have a bit more texture and a slightly nutty flavor.



White spaghetti

White + 100% whole wheat spaghetti (mixed)



100% Whole grain spaghetti



Notice, surprisingly, the white spaghetti noodles may not look very different from the whole grain spaghetti. Mix the sauce into the noodles and serve.



How did you do?

- ☞ Was there a large taste difference between white and mixed?
- ☞ Was there a large taste difference between mixed and 100% whole grain?
- ☞ Was there a texture difference?



Ask yourself

- ☞ Are you ready to “Go with the Grain”?
- ☞ Are you ready to be 100%?

Consider mixing your grains until you enjoy eating grains that are 100% whole grain.

Switching Tips to Consider for Week Two:

Consider these ideas as you increase your whole grain intake:

- ☞ Talk to your family about using more whole grains in your diet.
- ☞ Gradually mix your traditional pasta meals with whole wheat pasta until you can serve pasta that is all whole wheat pasta.
- ☞ Gradually mix your white rice meals with brown rice until you can serve rice that is all brown.
- ☞ Try low-fat whole grain crackers, baked tortilla chips, or a brown rice cake as a snack.

WEEK 3



Go with the Grain Substitutions

For week three, make a few more whole grain changes. Use the chart below to see how you can make changes in your food choices to “go with the grain.” Circle the food items you are currently eating and consider moving your choice to the column to the right. Consider trying different whole grain options of a particular item until you find the one that you like best.

Food	Instead of...	Try...
Tortilla	flour	100% whole-wheat flour tortilla; corn tortilla
Sandwich bread	white	100% whole-wheat sandwich bread
Dry cereal	sweetened cereals	100% whole-grain, unsweetened cereal
Pasta	enriched pasta	100% whole wheat pasta
Rice	white rice	brown rice and wild rice
Oatmeal	sweetened instant oatmeal	old fashioned oatmeal
Muffins	processed flour	100% whole wheat; bran muffin
Crackers	enriched flour	100% whole grain
Snacks	enriched, unbleached flour	100% whole grain; whole wheat
	chips	popcorn (for microwave variety, use fat-free or low-fat versions)
	donut	100% whole-wheat bagel

More switching tips for week three:

- ☞ Use 100% whole wheat for all bread options (tortillas, hamburger buns, etc.).
- ☞ Experiment by substituting whole wheat or oat flour for up to half of the flour in pancake, waffle, muffin or other flour-based recipes.
- ☞ Use whole-grain bread or cracker crumbs in meatloaf.
- ☞ Make low-fat popcorn.
- ☞ Add oats to cookies or other desserts.
- ☞ Try rolled oats or a crushed, unsweetened whole grain cereal as breading for baked chicken, fish, veal cutlets, or eggplant parmesan.
- ☞ To move to a whole grain cereal, begin by mixing a non whole grain cereal with a whole grain one. Over time mix in more whole grain cereal until the cereal is 100% whole grain.

For more whole grain information, visit
<http://www.mypyramid.gov/pyramid/grains.html>

Whole Grains Shopping List

Grocery stores are carrying an ever growing selection of whole grain foods. Walmart, HEB, Costco, Randall's, and Kroger's offer many of the brands listed below. If you have a "natural foods" grocery store in your area (Wild Oats, New Flower, Sun Harvest, Whole Foods) stop by and check out their whole grain selection. They'll offer a wider selection than your neighborhood store often at competitive prices – especially on their house brands and weekly specials. Below are just a few whole grain choices you can find at most grocery stores in your area. If you can't find these particular items, remember to check the ingredient label to identify other whole products.

Bread Aisle

- ☐ 100% whole grain bread (Orowheat, HEB Bake Shop, Pepperidge Farm, Nature's Own, Kroger Private Selection Thomas Hearty Grains, Rudy's Bakery Breads, Healthy Life, Healthy Choice, and Milton's)
- ☐ 100% whole grain buns (same brands as above)
- ☐ Thomas "Hearty Grains" 100% whole wheat bagels
- ☐ Kangaroo Whole Grain Pita Pockets
- ☐ Pepperidge Farm Whole Grain Seasoned Croutons

Pasta Aisle

- ☐ 100% whole grain pastas (Ronzoni Healthy Harvest, Back to Nature, Luigi Vitelli, DeBoles, Barilla, DeCecco, Heartland, Hodgson Mill)
- ☐ Back to Nature 100% Whole Wheat Macaroni and Cheese
- ☐ Heartland Disney "Tigger Tails" or "Cars" Pasta (Walmart)
- ☐ Buitoni Whole Wheat Three Cheese Tortellini

Rice Aisle

- ☐ Whole grain rice (Uncle Ben's, Success, Rice Land, Mahatma, Minute, Lundberg Farms)
- ☐ Uncle Ben's Ready Whole Grained Medley
- ☐ Bird's Eye Steam Fresh Frozen whole grain rice

Cracker and Snack Aisle

- ☐ Wheat Thins Fiber Selects
- ☐ Whole Grain Wheat Thins
- ☐ Old London Whole Grain Melba Snacks
- ☐ WASA crackers
- ☐ Whole Grain Goldfish
- ☐ Triscuits (any flavor)
- ☐ HEB Toasted Wheat
- ☐ Flax Crackers

Cereal Aisle

- ☐ Kellog's Smart Start
- ☐ Total Whole Grain
- ☐ General Mills Fiber One
- ☐ HEB Multigrain
- ☐ Kellog's All Bran
- ☐ Post Selects Great Grains
- ☐ Post Shredded Wheat
- ☐ Cheerios
- ☐ Wheat Chex
- ☐ Hot cereal whole grain choices:
 - ☐ Oatmeal
 - ☐ Quaker Simple Harvest
 - ☐ Kashi Go Lean
 - ☐ Quaker High Fiber
 - ☐ Whole grain cereal bars
 - ☐ Simple Harvest
 - ☐ Kashi
 - ☐ Nature's Valley

Baking Aisle:

- ☐ Hodgson Mill blueberry muffin mix
- ☐ Hodgson Mill Bran muffin mixes
- ☐ Aunt Jemima's Whole Wheat Blend Pancake mix

Tortillas

- ☐ Mission (multi-grain and whole wheat tortillas and flatbreads)

Baby Food:

- ☐ Beechnut Good Evening
- ☐ Good Morning Whole Grains Cereal
- ☐ Earth's Best whole grain line of baby food



A collection of colorful decorative swirls and confetti in shades of red, yellow, green, and purple, scattered across the page. A wooden spoon is shown pouring a pile of whole grain rice onto the surface.

CELEBRATE

Remember to celebrate each healthy change you make along the way!

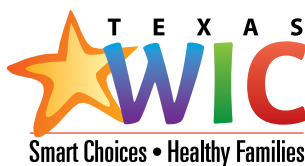
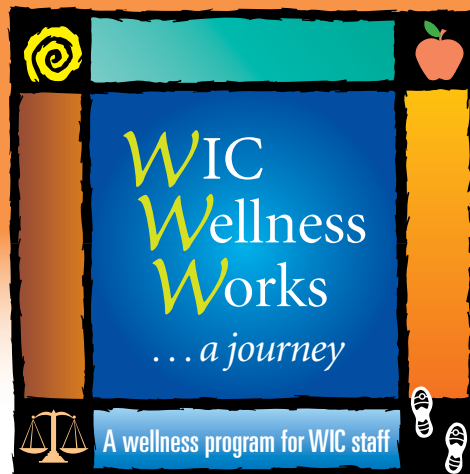
Let your friends and family members know about the new habits you are embracing. Reward yourself by going on a special outing or find quiet time for yourself to do one of your favorite activities. No change is too small to celebrate. Small successes will in turn lead to larger success! Congratulations — you are on your way to “Going with the Grain!”

WIC Participants

- Think about what experiences you can share with WIC participants who might be hesitant to change to whole grains.
- What tips could you give them?

WIC Wellness Works

This program is brought to you by The University of Texas **WIC Wellness Works** program. If your clinic would like to join this program and receive wellness information on a regular basis, please contact The University of Texas Wellness Team at UTWellness@austin.utexas.edu or (512) 471-4494.



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